

## Axis strengthens product portfolio to meet growing demand for megapixel network cameras

**Dubai, UAE – 11<sup>th</sup> June 2007** - Axis Communications, the global leader in the network video market<sup>1</sup>, has launched a 1.3 megapixel network camera for professional surveillance applications that provides three times higher resolution than a professional analog camera in the Middle East & Africa region. The AXIS 211M Network Camera uses megapixel resolution in MPEG-4 and Motion JPEG streams for achieving video surveillance with exceptional image detail.

The AXIS 211M enables the identification of people and objects, making it suitable for applications such as banking, retail, government, education and transportation. Megapixel technology is ideal for viewing visitors entering a bank or a store, or for close monitoring of cash register transactions. Another use of the increased resolution is to monitor an overview scene three times larger than that of a traditional analog camera.

Delivering simultaneous Motion JPEG and MPEG-4 streams in full megapixel resolution, the AXIS 211M allows users to optimize both image quality and bandwidth consumption. The megapixel sensor uses progressive scan, which drastically reduces blur on moving objects compared to traditional analog CCTV cameras with interlaced video. The camera uses a high-quality lens with DC-iris for improving the depth of field and protecting the sensor at intensely illuminated scenes. Other features include Power over Ethernet (PoE) support that enables the camera to be powered through the Ethernet cable, and two-way audio functionality that allows users to listen to and speak with intruders.

The AXIS 211M includes support for Internet Protocol Version 6 (IPv6) in addition to the standard IPv4. It also offers sophisticated network security capabilities such as HTTPS encryption, IEEE 802.1X for port-based authentication, multiple user access levels, and IP address filtering. It supports Quality of Service (QoS), which enables the reservation of network capacity and the prioritization of mission-critical surveillance data in a QoS-aware network.

Anders Laurin, Executive Vice President, Corporate Strategy, of Axis Communications commented: "Megapixel resolution providing exceptional image detail is one of the great advantages of network video which is not possible in analog DVR based systems. Axis' has a portfolio of megapixel cameras ranging from AXIS 207M, the world's smallest wireless megapixel network camera, to AXIS 223M, a 2.0 megapixel network camera used for the most demanding video surveillance needs, and now the AXIS 211M is added, which is yet another important step towards meeting the growing demand from the market for megapixel resolution."

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Gilles Ortega, Country Manager, Axis Communications, MENA commented: “The AXIS 211M delivers high performance required by demanding applications such as banks and retail. With image resolutions three times higher than a professional analog camera, the AXIS 211M needs to be considered for high-end usage.”

The AXIS 211M is supported by the industry’s largest base of application software through the Axis Application Development Partner program, as well as the AXIS Camera Station video management software. It will be available in quarter two through Axis’ distribution channels.

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**Notes to editors**

<sup>1</sup> Axis Communications is the global market leader of the network video market. The world market for network cameras alone will be worth more than \$1 Billion by 2010. The network camera market is set to have a CAGR of close to 38 per cent per year over the next five years to reach a value of \$1.3 billion by 2010, according to industry analyst house IMS Research ([www.imsresearch.com](http://www.imsresearch.com)) in its latest market report entitled ‘The World Market for CCTV and Video Surveillance Equipment 2006 Edition’ published in October 2006.

**About**

**Axis**

Axis is an IT company offering network video solutions for professional installations. The company is the global market leader in network video, driving the ongoing shift from analogue to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring and are based on innovative, open technology platforms.

Axis is a Swedish-based company, operating worldwide with offices in 18 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the Nordic List, Mid Cap and Information Technology exchanges. For more information about Axis, please visit our website at [www.axis.com](http://www.axis.com)

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